



ABSTRACT AND BIOGRAPHY

The Art of Engagement

Most strategy isn't understandable, and most engagement isn't strategic for people. Seventy-five percent of employees are disengaged, leaving billions of dollars on the table. In order to execute a strategy, you need to truly engage your people. Engagement is not about enjoying going to work; it is about tapping into people's natural curiosity to learn and desire to make a difference to achieve better business results.

This session will not only explore the concept of "engagement" in business and its importance in executing strategy, but also look at how people learn and what holds them back from engaging/succeeding. It will detail how to create visual representations of communication gaps and corporate strategy, and how to use those visuals to facilitate discussion around everyone's roles. Using clear language, stories, pictures, and games, you will discover how to map a path that starts at the very beginning (strategy), and then proceeds to engage every employee in bringing that vision to life (executing strategy) in order to achieve success (results). By focusing on engaging leaders, managers, and individuals in their work, your company can achieve real, lasting results by unleashing the hidden potential in your people.

Jim Haudan
Chairman, CEO, and Co-founder
Root Learning, Inc.

For the past 20 years Root Learning Chairman, CEO and Co-founder Jim Haudan has not only built a thriving business, but has helped numerous individuals unleash their hidden potential. With origins as a coach and school administrator, it's easy to see what led him to co-found a company dedicated to business learning. His innovative, creative methods draw people into a business by tapping into basic human curiosity and intelligence. By fully engaging people in their work, they become ready, willing and able to deliver on company strategies, producing real results.

Haudan is the recent author of a book called "The Art of Engagement: Bridging the Gap Between People and Possibilities" (McGraw Hill, August 2008), which reflects years of lessons Haudan and Root Learning have learned in consulting with senior teams at some of the largest and best known companies in the world. "The Art of Engagement" offers specific ideas on how to launch the strategic engagement of people. It provides readers (both leaders and employees) with a range of tools to help them speak the same language, see from the same point of view, and connect their individual actions to the success of the organization. Written and illustrated with the reader in mind, it uses cartoons, sketches, stories, images, pictures, and vignettes to connect with people in a way that mere words won't. The book puts these tools in context by discussing how people learn and what holds them back from engaging.



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Haudan built Root Learning, recognized as one of the Best Small and Medium Companies to work for in America for four consecutive years, with the same principles he shares in "The Art of Engagement." He wrote the book in response to the impact that the Root methodology has had on scores of people and their organizations.

Haudan has contributed to several business publications and is a frequent speaker on a variety of topics such as leadership alignment, strategy deployment, employee engagement, and accelerated learning. Speaking credits include:

- VizThink '08 Breakout Session
- VISTAGE – 2007
- ASTD International Conference & Exposition – 2006, 2005, 2004, 2003
- Conference Board's Extending Your Brand to Your Employees Conference – 2006, 2004
- ISPI's 43rd Annual International Performance Improvement Conference – 2005
- 2005 FRANMAC (keynote to Taco Bell corporate leadership)
- 2004 Real Learning Symposium
- IABC 1999 International Conference